

Message Text

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PAGE 01 STATE 001056
ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00
TRSE-00 AID-05 /030 R

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ARA/ECP/DLACEY

-----050058Z 071900 /60

R 042134Z JAN 77
FM SECSTATE WASHDC
TO AMCONSUL SAO PAULO
INFO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO

UNCLAS STATE 001056

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: FY 1978 - COUNTRY COMMERCIAL PROGRAM

REF: (A) BRASILIA 3576; (B) STATE 292385

FOR COMMERCIAL COUNSELOR

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO
THE PRELIMINARY FY-1978 C.C.P. INPUTS SUBMITTED PER REFTEL
(A) IN RESPONSE TO STATE 054879 AND ARE PROVIDED AS GUID-
ANCE TO ASSIST THE MISSION IN FORMULATING ITS DRAFT CONTRI-
BUTION TO THE FY-1978 PROGRAM.

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2. SINCE FY 1978 WILL BE THE CRUCIAL FIRST YEAR OF OPERA-
TION OF THE SAO PAULO TRADE CENTER, IT IS ANTICIPATED THAT
THE FY 1978 CCP WILL RATHER CLOSELY REFLECT THE TRADE
CENTER EVENT SCHEDULE NOW BEING DEVELOPED BY COMMERCE
DEPARTMENT AND THE TRADE CENTER DIRECTOR. IN VIEW OF THE
GREAT IMPORTANCE OF HAVING A SUCCESSFUL INITIAL YEAR AT THE
TRADE CENTER, NO OTHER COMMERCE TRADE PROMOTION EVENTS HAVE

BEEN SCHEDULED FOR BRAZIL. IT IS ANTICIPATED THAT FOR FY 1978 MOST CAMPAIGNS WILL BE CLOSELY RELATED TO TRADE CENTER EXHIBITIONS, WITH "OTHER POST SPECIAL EFFORTS" EMBRACING OTHER ANTICIPATED CCP COMMERCIAL ACTIVITIES.

3. THREE OF THE SEVEN THEMES RECOMMENDED IN REFTEL (A) AND RIO A-33 FOR EMPHASIS IN FY 78 ARE CURRENTLY SCHEDULED AS TRADE CENTER EXHIBITIONS: (1) PROCESS CONTROL INSTRUMENTATION; (2) AVIONIC, AIRCRAFT, AND GROUND SUPPORT EQUIPMENT; AND (3) POLLUTION CONTROL EQUIPMENT. REGARDING LATTER, COMMERCE WILL FOLLOW THROUGH ON POST'S ADVICE TO STRESS ENGINEERING ASPECTS OF POLLUTION CONTROL.

4. OTHER THEMES RECOMMENDED IN REFTEL (A) AND RIO A-33 COULD BE COVERED BY PRIORITY INITIATIVES IN "OTHER POST SPECIAL EFFORTS", CATEGORY INCLUDING: (1) HIGH VOLTAGE POWER TRANSMISSION TECHNOLOGY AND EQUIPMENT; (2) METALWORKING AND FINISHING EQUIPMENT; (3) DIRECT REDUCTION STEELMAKING TECHNOLOGY AND EQUIPMENT; AND (4) HYDRAULICS COMPONENTS AND EQUIPMENT. MISSION MAY FEEL, HOWEVER, THAT ONE OR TWO OF THESE THEMES SHOULD BE ELEVATED TO THE STATUS OF A CAMPAIGN.

5. MISSION MAY WANT TO CONSIDER ADDING AS EITHER A CAMPAIGN OR AS AN "OTHER POST SPECIAL EFFORT" THE THEME ENGINEERING, CONSTRUCTION, AND EQUIPMENT SUPPLY FOR THE CHEMICAL/PETROCHEMICAL INDUSTRY.

6. IF GOB TRADE DATA FOR 1975 BECOMES AVAILABLE IN UNCLASSIFIED

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TIME (SAO PAULO 2569) THE NEW DATA WILL UNDOUBTEDLY HAVE A BEARING ON POST RECOMMENDATIONS FOR FY 78 CCP AS WELL AS FY 79 BEST PROSPECTS.
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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Enclosure: n/a
Executive Order: N/A
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